

DUTY STATEMENT



☐ CURRENT
☒ PROPOSED

CIVIL SERVICE CLASSIFICATION Associate Governmental Program Analyst		WORKING TITLE Youth Apprenticeship Outreach and Education Specialist		
PROGRAM NAME Office of External Affairs			UNIT NAME Office of External Affairs	
ASSIGNED SPECIFIC LOCATION Sacramento or Oakland			POSITION NUMBER 400- 108-5393-987	
BARGAINING UNIT R01	WORK WEEK GROUP 2	BILINGUAL POSITION No	CONFLICT OF INTEREST FILER Yes	BACKGROUND CHECK No

General Statement

Under the direction of the Community Engagement Manager and Office of External Affairs (OEA) leadership, the Youth Apprenticeship Outreach and Education Specialist coordinates with the Division of Apprenticeship Standards (DAS) leadership, management and program subject matter experts to prioritize and develop the youth apprenticeship-focused outreach projects and initiatives, targeting both in-school and out-of-school youth. The incumbent is essential in aligning the youth apprenticeship equity-embedded outreach and education efforts within the Department's broader vision, goals and objectives.

The Youth Apprenticeship Outreach and Education Specialist is also a personal contact for youth apprenticeship-related labor management contacts, school contacts, apprenticeship intermediaries, community-based organizations and other stakeholders; they help orient people with existing and new programs and re-initiate contact with intermediaries, schools, community organizations and stakeholders that need follow-up. They additionally perform marketing-related and outreach functions such as hosting events, making presentations, calling community-based organizations, school contacts, industry associations, labor organizations and other stakeholders. The liaison writes reports to share insights with the OEA leadership, the apprenticeship team and the department.

This is an opportunity to represent DIR's youth apprenticeship-focused outreach efforts, while working with a great team that is passionate about developing apprenticeship opportunities for youth and under-represented groups in California. The incumbent aligns the outreach vision, goals and strategies with the Department of Industrial Relations by coordinating efforts with DAS and DIR leadership, as well as the Community Engagement Manager and OEA leadership. The liaison consults with subject matter experts, OEA, DAS and the department to develop outreach and digital content, and represents the DAS and the department in outreach activities, workgroups and committee meetings.

Written and verbal fluency in Spanish or another language commonly spoken in California is preferred but not required.

All employees are responsible for contributing to an equity-embedded, inclusive, safe and secure work environment that values diverse cultures, perspectives, and experiences and is free from discrimination.

Candidates must be able to perform the following essential functions with or without reasonable accommodations.

Percentage of Time Spent	Duties Essential Job Functions
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45	Coordinates with Community Engagement Manager, OEA leadership, and DAS leadership on the scheduling, coordinating and planning of youth apprenticeship outreach campaigns and events, encouraging key partners to participate. Represents the department in youth apprenticeship committee meetings, workgroups and outreach activities. Coordinates with OEA leadership, DAS management, and program subject matter experts to prioritize and develop youth apprenticeship-focused outreach projects and initiatives. Under the direction of the Community Engagement Manager and OEA leadership, develops materials and outreach campaigns in alignment with the strategic goals of the division, department and the Labor and Workforce Development Agency (LWDA). Develops, maintains and deepens relationships with key business leaders, schools, community-based organizations and partners, and public stakeholders. Cultivates and trains subject matter experts, division and department representatives to conduct outreach in alignment with the DAS leadership team, department and LWDA. Monitors DIR's social media platforms and other sources to discern and communicate trends related to the department and apprenticeship. Coordinates, plans and implements special departmental events, including seminars, career fairs, news conferences and forums. Coordinates logistics with other agencies as needed. Serves as DIR representative at public events. Manages other apprenticeship-related marketing initiatives and projects, including CAC blogs, newsletters, social media posts and future in-person events.
35	Memorializes and documents outreach events' impact with testimonials from participants and target audiences, surveys, photos, videos and other aids. Conducts analysis to make recommendations during outreach assessment and planning process. Regularly meets with Community Engagement Manager, DAS leadership, OEA leadership, and Education & Outreach Project Manager to assist in data collection, analysis and strategic outreach planning, making recommendations for continuous improvement.
15	Supports the Office of External Affairs on related matters, including but not limited to responding to daily inquiries from the public by telephone or those sent to email accounts within the Office of External Affairs authority. Manages apprenticeship-related outreach and education projects to ensure deliverables are met, including costs of the campaign(s) and metrics to gauge the success of the project(s).
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Percentage of Time Spent	Marginal Job Functions
5	Serves as backup to the Innovative Apprenticeship Outreach and Education Specialist on departmental outreach coordination and related duties. Represents the Division in meetings and conferences and makes presentations; conducts special projects and performs other duties as required, including assisting in training other staff members. May conduct workshop presentations as needed.

Conduct, Attendance, and Performance Expectations

Position will often require travel within the state (70-80%). This position also requires responsiveness to the public, media and attendance of public meetings outside of normal business hours.

The incumbent is expected to maintain a hybrid work schedule with a minimum of two days per week in the office or more, based on operational needs. While at their base of operation, the

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incumbent will work in a climate-controlled office under artificial lighting. The employee will be required to travel outside of their workstation to make periodic visits for departmental events and to perform other general tasks.

This position requires the incumbent to maintain acceptable, consistent and regular attendance at such level as is determined by business needs; communicate effectively (orally and in writing) in dealing with the public and/or other employees; develop and maintain knowledge and skill related to methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to departmental policies and procedures regarding attendance, leave, and conduct. Must be regularly available and willing to work the hours the Department determines are necessary to meet its business needs.

The Youth Apprenticeship Outreach and Education Specialist is expected to demonstrate a positive attitude and commitment to providing accurate, timely, comprehensive service and exceeding customer expectations.

Supervision Received

The incumbent will work under the general direction of the OEA Deputy Director and Assistant Deputy Director, and the direction of the Community Engagement Manager (SSM II).

Supervision Exercised

No supervision exercised.

Work Environment, Special Requirements/Other Information, Physical Abilities, Additional Requirements/Expectations, and Personal Contacts

Work Environment

The incumbent will work in a cubicle/office with natural and artificial lighting in an air-conditioned office building with elevator access. The incumbent is required to work extensively on the computer as necessary for email communication, research, analysis, report generation, documenting and planning outreach events, and other purposes.

Special Requirements/Other Information

The incumbent must be willing to travel and must demonstrate the ability to establish and maintain cooperative working relationships with staff at all levels both within and outside of DIR to complete work assignments. The incumbent must demonstrate the ability to use the Internet, email, desktop applications and presentation software to complete assignments.

Physical Abilities

The incumbent will be required to travel (70-80%) to public events, meetings and departmental events. The ability to use a computer, telephone and other office equipment such as copiers and scanners is necessary. The position requires the ability for prolonged sitting and to work at a computer for extended periods of time and to move and transport office items in a safe manner.

Additional Requirements/Expectations

The incumbent must handle sensitive and confidential materials and matters in a professional



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manner and establish cooperative working relationships with others.

Personal Contacts

The incumbent has daily contact with other staff within the Office of External Affairs and also has contact frequently with staff in other DIR divisions, programs and units, as well as frequent contact with stakeholders.

Employee Acknowledgment

I have read and understand the duties listed above and certify that I possess essential personal qualifications including integrity, initiative, dependability, good judgment, and ability to work cooperatively with others; and a state of health consistent with the ability to perform these assigned duties as described above with or without reasonable accommodation. If you believe a reasonable accommodation is necessary, discuss your concerns with the hiring supervisor. If unsure of a need for a reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Diversity and Inclusion Office.

Employee Name

Employee Signature

Date

Supervisor Acknowledgment

I certify this duty statement represents a current and accurate description of the essential functions of this position. I have discussed the duties of this position with the employee and provided the employee with a copy of this duty statement.

Supervisor Name

Supervisor Signature

Date

HUMAN RESOURCES OFFICE APPROVAL

C&P Analyst Initials

Approval Date